

Free essay on competition between apple app store and google play

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Introduction

There is a tight competition between Apple App store and Google play since they are the major market player. App store is a kind of digital distribution platform for software (application software) which is many times offered as a constituent of an operating system on any PC(personal computer) tablets or smart phones. Application stores are characteristically similar to online store, where customers or clients can browse through various categories and types of applications. The customers or users have the ability to access information and reviews of such information and decide whether to buy it or not. If they decide to purchase it, they automatically download this information or application and then install the application on their appliance or device.

Google play as earlier said is one of the key market players in the technology industry. The value of revenue from Apple's ios App store is slightly more than twice that of Google play. App Annie's report on the market performance (Market Report Q1 2013) critically observed the state of the two chief app repositories, discovering that App Store produced over double the app revenue generated by Google Play over the precedent quarter. App Store revenues, which were already way above those of Google play, grew by approximately one-quarter over the precedent three months. Though significantly beaten/outstripped by the App Store in terms of revenue, Google Play revenues shot massively over the last quarter. From the fourth quarter in 2012 to the first quarter in 2013 (Q4 2012 to Q1 2013), Play Store income grew by slightly above 90 percent. However, even after considering this exponential growth, Apple realized more growth if we talk of absolute revenue. The Play Store is rapidly closing the gap with the iOS App Store

speaking in terms of total app that are downloaded. In the precedent quarter, Play app downloads went up to about 90 percent of the App Store's entire downloads.

The graphs below show Apple's total downloads and revenue as obtained from their website.

Apple has strong bases in various countries, but its largest countries by revenue are the United States and Japan. However, China has also become increasingly significant in terms of app revenue apart from the US and Japan. In China the app market's top category is that of games. This category is not just the largest but it is large by far, representing approximately 90 percent of China's iOS app income, so far the highest noticed across all the countries in the App Store. China has as well been thrusting forward in terms of iOS app downloads, and the country was the leading purveyor to iOS app download expansion in the last quarter. The United States, Japan, China and the United Kingdom collectively account for approximately half of the total iOS downloads.

This compared to Google whose apps in South Korea, the U. S., Russia, and India make up about 40 percent of the total downloads. Everyone loves to see Android technology as part of the competing products in the market As it has been already been observed, the two heavy weights on the app market are the App Store and the Google Play Store. The Play Store realized the record number of downloads representing roughly 51% of the total which was at 13. 4 billion. Apple however is very close behind. Although as it can be seen Apple still beats the Play Store since it has the largest fraction of total revenue generated. This is to say Apple took pretty much of the money,

with the value reeling to about 74% of the revenue.

Google Play Store is in the lead considering a fraction of downloads, even if only slightly, it is this spirit and this kind of revenue generation that most developers look towards when settling on where to start publishing. While many developers have been aiming both systems, majority of them start out on iOS and then progressively bring their apps and games to Android.

. Google Play revenue in terms of sales expanded a robust 311% (percent) from January to October of 2012 (App Annie). Google Play's lofty growth figures are boosted by Android apps which began the year with a trivial revenue rate, therefore its high expansion percentages can be deceptive especially when compared with a varying nanoscale base. Still, iOS growth seems to have slowed down while Google Play's continues to grow tremendously. During the month of October, revenues from Google Play jumped up by 17.9% (percent) while iOS went down by 0.7% (percent). If we stop for a moment and not talk in terms of revenue, Google Play's growth is quickly gaining and rivalling that of iOS; if we compare the total number of free-downloads not revenues. Google Play has expanded by 48% (percent), while iOS expanded only by 4.4% (percent).

The following graphs were extracted from their website. The images show the variations of revenue and free download for Google play.

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